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BSM-004

**BACHELOR OF BUSINESS
ADMINISTRATION
(SERVICE MANAGEMENT)
(BBASM)**

Term-End Examination

December, 2025

**BSM-004 : FOUNDATIONS OF SERVICES
MARKETING**

Time : 2 Hours

Maximum Marks : 50

Note : *Answer all questions as directed.*

1. Answer all questions. Each question carries 1 mark.

(A) Fill in the blanks : 1×5=5

- (i) means that services cannot be stored for later sale or use.

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- (ii) Service means that services cannot be seen, tasted, felt, heard and smelled.
 - (iii) The act of delivering a product is by definition called a
 - (iv) The services, a customer expects are called the service package.
 - (v) describe the employees skills in serving the client.
- (B) Choose the correct option : $1 \times 5 = 5$
- (i) Moments of truth in services marketing was given by :
 - (a) Gary Armstrong
 - (b) Jan Carlzon
 - (c) Parasuraman
 - (d) Rosser Reeves
 - (ii) Survey instruments used to assess customer perception of service quality are called :
 - (A) CETSCALE

- (B) SERVQUAL
- (C) SERVPREF
- (D) DINESERV
- (E) RSQS

Codes :

- (a) A and B
 - (b) B and C
 - (c) A, B, C and D
 - (d) B, C, D and E
- (iii) Which of the following are subjective assessments of actual service experiences ?
- (a) Customer expectations
 - (b) Customer perceptions
 - (c) Customer prejudices
 - (d) All of the above
- (iv) Which one of the following types of retailers is 'D-Mart' ?
- (a) Discount Store
 - (b) Super Market
 - (c) Convenience Store
 - (d) Catalogue Store

- (v) SSTs refers to :
- (a) Service Standards Testing
 - (b) Self Service Technologies
 - (c) Standard Service Technologies
 - (d) Self Service Treatment

2. Explain any *five* of the following questions in about **100** words each : $2 \times 5 = 10$

- (a) List out the heterogeneity features of services.
- (b) Explain Customer gap.
- (c) What is Customer Equity ?
- (d) Discuss the role of service intermediary.
- (e) What are the concerns of technology-based services ?
- (f) What is tangibility spectrum ?
- (g) Define External Marketing.
- (h) Describe Defensive Marketing.

3. Explain any *four* of the following questions in about **250** words each : $5 \times 4 = 20$

- (a) What is the contribution of the services sector to the Indian economy ?

- (b) Explain intangibility feature of service.
- (c) Elucidate relationship marketing with an suitable example.
- (d) Discuss the advantages of Word-of-Mouth Communication.
- (e) What is the role of technology in expansion of service ?
- (f) Explain the mistakes organizations make while setting the performance targets.

4. Answer any *one* question in **500** words :

10×1=10

- (a) What is Services Marketing ? Explain the services marketing mix.
- (b) Define Service Quality. Explain the key drivers of service quality.

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